

NOTICE OF PROPOSED ASSESSMENT
For the San Luis Obispo County Tourism Business Improvement District

NOTICE IS HEREBY GIVEN that on **Tuesday, April 22, 2014**, the Board of Supervisors (the "Board") of the County of San Luis Obispo (the "County") adopted a resolution of intention to renew the San Luis Obispo County Tourism Business Improvement District (the "CBID") and to continue to levy an assessment on the lodging businesses within the CBID as set forth in said resolution of intention. The resolution is attached hereto and hereby incorporated into the notice.

NOTICE IS HEREBY FURTHER GIVEN that at 9 a.m. on **Tuesday, May 13, 2014**, in the County of San Luis Obispo Board Chambers, 1055 Monterey Street, California, a public meeting shall be held to allow public testimony regarding the renewal of the CBID and to continue the levy of assessments therein as set forth in the enclosed resolution of intention and pursuant to Government Code Section 54954.6 and Streets and Highway Codes Section 36500 et seq.

Assessment: An assessment is proposed to continue to be levied on all lodging businesses, which include hotels, motels, bed and breakfasts, and vacation homes, within the CBID boundaries based upon 2% of the rent charged by the operator per occupied room per night for all transient occupancies. The amount of the assessment shall continue to be two (2) percent of your annual gross room rental revenue. Federal government employees on government business will be exempt from the levy of assessment. Extended stays, defined as more than 30 consecutive calendar days, shall be exempt from the levy of assessment.

Estimate: The estimated amount of revenue to be raised by the assessment is estimated to be approximately in the \$1 million - \$1.2 million range.

Purpose: The CBID proposes to administer tourism promotions and marketing programs to promote San Luis Obispo County as a tourism destination and projects, programs, and activities that benefit lodging businesses located and operating within the boundaries of the district. The proposed improvements and activities shall be targeted at increasing transient stays.

Collection: The assessment is proposed to be levied on an annual basis and shall be collected monthly from lodging businesses within the CBID.

Protest: Upon receipt by the Clerk of the Board of written protests from the owners of lodging businesses in the area who pay 50 percent or more of the annual assessments levied, the assessment shall not be imposed for a period of one year. Protests must be received by the Clerk of the Board by the close of the public hearing on **May 13, 2014**. Your written protest must contain the following information: property owner's name, business name, property address and owner's signature. There is no formal protest form; however for your convenience a protest form is available on the Clerk Recorder's website at www.slocounty.ca.gov/clerk.

Should you desire to mail a protest against this assessment, the address is:

Clerk of the Board of Supervisors
County of San Luis Obispo
1055 Monterey Street, Suite D120
San Luis Obispo, CA 93408

Information: Should you desire additional information about this assessment, contact:

Nikki Schmidt, Administrative Analyst
County of San Luis Obispo
1055 Monterey Street, Suite D430, San Luis Obispo, CA 93408
Phone: (805) 781-5496 or Email: nschmidt@co.slo.ca.us

DATED: April 23, 2014

JULIE L. RODEWALD, County Clerk-Recorder
and Ex-Officio Clerk of the Board of Supervisors

By: /s/ Sandy Currens, Deputy Clerk-Recorder

IN THE BOARD OF SUPERVISORS
COUNTY OF SAN LUIS OBISPO, STATE OF CALIFORNIA

Tuesday, April 22, 2014

PRESENT: Supervisors Frank R. Mecham, Adam Hill, Caren Ray, Debbie Arnold and
Chairperson Bruce S. Gibson

ABSENT: None

RESOLUTION NO. 2014-90

**A RESOLUTION OF THE BOARD OF SUPERVISORS OF THE
COUNTY OF SAN LUIS OBISPO DECLARING ITS INTENTION
OF RENEWING THE SAN LUIS OBISPO COUNTY TOURISM
BUSINESS IMPROVEMENT DISTRICT (CBID) ORDINANCE,
DECLARING ITS INTENTION TO CONTINUE TO LEVY AN
ASSESSMENT ON LODGING BUSINESSES WITHIN SUCH
DISTRICT BEGINNING FISCAL YEAR 2014-15, AND FIXING THE
TIME AND PLACE OF A PUBLIC MEETING THEREON AND
GIVING NOTICE THEREOF**

WHEREAS, on May 12, 2009, the Board of Supervisors adopted Ordinance 3177 establishing the San Luis Obispo County Tourism Business Improvement District (CBID) and levied an assessment on lodging businesses within such district; and

WHEREAS, the Parking and Business Improvement Area Law of 1989, California Streets and Highways Code Section 36500 et seq., requires counties to annually renew business improvement areas for the purpose of promoting tourism; and

WHEREAS, the CBID Advisory Board supports the Board of Supervisors of the County of San Luis Obispo (the "Board of Supervisors") renewal of the an ordinance continuing the San Luis Obispo County Tourism Business Improvement District ("CBID") and the continued levying of an annual assessment on lodging businesses, which include hotels, motels, bed and breakfasts, and vacation homes within the proposed CBID.

NOW THEREFORE, the Board of Supervisors of the County of San Luis Obispo does hereby resolve, determine and find as follows:

Section 1. The recitals set forth herein are true and correct.

Section 2. The Board of Supervisors declares its intention to renew the San Luis Obispo Tourism Business Improvement District ("CBID") and to continue to levy and collect annual assessments against lodging businesses within the CBID boundaries pursuant to the Parking and Business Improvement Area Law of 1989, Streets and Highways Code Section 36500 et seq. (the "Law"), in the fiscal year 2014-15 following the approval of renewing the CBID.

Section 3. The boundaries of the CBID shall be all properties in the unincorporated boundaries of the County of San Luis Obispo located within the North Coast, Estero, San Luis Bay Coastal, and South County Coastal planning areas set forth in the Land Use Element – Circulation Element of the San Luis Obispo County General Plan and within the San Luis Bay Inland, South County Inland, Los Padres, Huasna-Lopez and San Luis Obispo planning areas as set forth in Title 22, Chapters 22.106, 22.112, 22.100, 22.96, and 22.108 respectively.

Section 4. The name of the business improvement area shall be the "San Luis Obispo County Tourism Business Improvement District."

Section 5. The Board of Supervisors hereby declares that the types of improvements and activities to be funded by the levy of assessments against lodging businesses within the CBID are tourism promotions and marketing programs to promote the unincorporated San Luis Obispo County, per Section 3 above, as a tourism destination and projects, programs, and activities that benefit lodging businesses located and operating within the boundaries of the district. The proposed improvements and activities shall be targeted at increasing transient stays.

Section 6. Except where funds are otherwise available, an assessment will be levied annually against lodging businesses to pay for the improvements and activities within the CBID beginning July 1, 2014. Assessments will be collected in monthly installments or such other installments as determined by the Board of Supervisors. The proposed assessment is to be levied on all lodging businesses, which include hotels, motels, bed and breakfasts, and vacation homes, within the CBID boundaries based upon two (2%) percent of the rent charged by the operator per occupied room per night for all transient occupancies. Federal government employees on government business will be exempt from the levy of assessment. Extended stays, defined as more than 30 consecutive calendar days, shall be exempt from the levy of assessment. New lodging businesses within the boundaries of the CBID shall not be exempt from the levy of assessment. Assessments levied pursuant to the CBID shall not be included in gross room rental revenue for the purpose of determining the amount of the transient occupancy tax.

Section 7. The Board of Supervisors hereby sets May 13, 2104 as the date for a public meeting on the renewal of the CBID and the levy of assessments. The public meeting will be held at 9:00 a.m., or as soon thereafter as practicable, in the County of San

Luis Obispo Board Chambers, 1055 Monterey Street, San Luis Obispo, California.

Section 8. At the public meeting and public hearing the testimony of all interested persons for or against the renewal of the CBID, the extent of the CBID, or the furnishing of specified types of improvements or activities will be heard. A protest may be made orally or in writing by any interested person. To count in the determination of a majority protest against the CBID, a protest must be in writing.

Any protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and clearly state the irregularity or defect to which objection is made.

Written protests must be received by the Clerk of the Board, County of San Luis Obispo before the close of the public hearing scheduled herein and may be delivered or mailed to the Clerk of the Board, County of San Luis Obispo, 1055 Monterey Street, Suite D120, San Luis Obispo, California. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing.

Each written protest shall contain a written description of the business in which the person signing the protest is interested sufficient to identify the business. If the person signing the protest is not shown on the official records of the County of San Luis Obispo as the owner of the business, then the protest shall contain or be accompanied by written evidence that the person is the owner of the business.

A written protest which does not comply with this section shall not be counted in determining a majority protest.

Section 9. If, at the conclusion of the public hearing, written protests are received from the owners of businesses in the CBID which will pay fifty percent (50%) or more of the assessments levied and protests are not withdrawn so as to reduce the protest to less than fifty (50%) percent (i.e., there is a majority protest), no further proceedings to renew the CBID, as contained in this resolution of intention, shall be taken for a period of one year from the date of the finding of a majority protest by the Board of Supervisors. If the majority protest is only against the furnishing of a specified type or types of improvement or activity within the CBID, those types of improvements or activities shall be eliminated.

Section 10. Further information regarding the renewal CBID may be obtained from the Clerk of the Board, County of San Luis Obispo, 1055 Monterey Street, Suite D120, San Luis Obispo, California.

Section 11. The Clerk of the Board is instructed to provide notice of the public meeting and public hearing in accordance with Streets and Highway Code Section 36523.

Section 12. This resolution shall take effect immediately upon its adoption by the Board of Supervisors, and the Clerk of the Board shall certify to the vote adopting this

resolution.

PASSED AND ADOPTED at a regular meeting of the Board of Supervisors of the County of San Luis Obispo, State of California, held on this 22nd day of April, 2014 by the following vote:

Upon motion of Supervisor Hill, seconded by Supervisor Arnold, and on the following roll call, to wit:

AYES: Supervisors Hill, Arnold, Mecham, Ray and Chairperson Gibson

NOES: None

ABSENT: None

ABSTAINING: None

the foregoing resolution is hereby adopted.

COUNTY OF SAN LUIS OBISPO

BY: Bruce S. Gibson
Chairperson, Board of Supervisors

ATTEST

Julie L. Rodewald
Clerk of the Board of Supervisors
By: /s/Sandy Currens
Deputy Clerk

APPROVED AS TO FORM AND
LEGAL EFFECT

RITA L. NEAL
County Counsel

By: /s/Nina Negranti
Chief Deputy County Counsel
Dated: April 4, 2014

STATE OF CALIFORNIA) ss.
COUNTY OF SAN LUIS OBISPO)

I, JULIE L. RODEWALD, County Clerk of the above entitled County, and Ex-Officio Clerk of the Board of Supervisors thereof, do hereby certify the foregoing to be a full, true and correct copy of an order entered in the minutes of said Board of Supervisors, and now remaining of record in my office.

Witness, my hand and seal of said Board of Supervisors this 23rd day of April, 2014.

JULIE L. RODEWALD,
County Clerk and Ex-Officio Clerk of the Board of
Supervisors

By: Sandy Currens
Deputy Clerk